



Protecting our Oceans
Together

WWF & Hyatt Sustainable Seafood

2012 – 2021
Partnership Report



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CELEBRATING A DECADE OF COMMITMENT TO THE HEALTH OF OUR SEAS

History of the Partnership

In 2012, Hyatt and WWF partnered to support more sustainable seafood sourcing across Hyatt's global operations and inspire change across international markets by engaging not only Hyatt's own hotels, but also others across the hospitality sector. Over the past 8+ years, Hyatt, one of the largest hotel brands in the world, has positioned itself as an industry leader in the sustainable seafood movement. As the first multinational hotel brand to work with WWF to develop a responsible seafood strategy and publicly stated global goals, and through the execution of global initiatives across their portfolio of properties, Hyatt has supported industry-wide reform and transformational change across international markets. Driven by its purpose – to care for people so they can be their best – Hyatt has worked to improve their seafood sustainability procurement practices, establishing themselves as a strong advocate for change in the seafood industry.

With a growing portfolio of hotels, Hyatt has the global reach to influence the sourcing of more sustainability produced seafood at a larger scale. In 2021, the portfolio size reached more than 1,000 hotels across over 60 countries. Serving thousands of patrons per day in restaurants across the world, Hyatt-branded hotels have the ability to raise awareness and educate their guests on why sustainable seafood is critical and what consumers can do to support this movement.

Hyatt has been actively engaged in transformational work, from supporting Fishery Improvement Projects (FIPs), to hosting cross-industry sustainable seafood roundtables, to directly engaging with suppliers to increase sustainable sourcing. Through their global footprint and commitment to caring for the planet by reducing its environmental impact and preserving natural resources, Hyatt's efforts toward becoming a more sustainability-conscious company have made positive impacts around the world.

Why Sustainable Seafood?

The ocean is a planetary superpower and a lifeline for people around the world, generating at least \$2.5 trillion worth of products and services each year. Oceans regulate our climate, generate a large portion of the oxygen we breathe, provide nutrition to people around the world, and contribute to the economy through fishing, recreation, tourism, and more. Fishing alone supports more than 260

million jobs. Only a healthy ocean can keep this economic engine running.

Currently, one out of every three assessed wild fish populations have been overfished or harvested beyond their limit. An additional 60% is fished to capacity. When a stock is overfished, it impacts not only the environment but also the communities that rely on it for food, jobs, and other ecosystem services. We still have time to give the ocean the room it needs to be resilient in the face of growing threats. But we have to work together.

Hyatt and WWF

In close collaboration with WWF, Hyatt is committed to increasing the sustainability of seafood purchased by its hotels. More sustainable sourcing of seafood aligns with Hyatt's *Food. Thoughtfully Sourced. Carefully Served.* philosophy to serve meals that are good for people, the community, and the planet. However, the topic of sustainable seafood is challenging in many ways:

- The sustainability status — even for a common product like salmon — may vary depending on the species and where and how it was caught and may change over time.
- Determining the origins of a product is extremely challenging because of the number of intermediaries it passes through and the lack of consistent record keeping. Seafood has added complexities due to the prevalence of mislabeling and illegal, unregulated, and unreported (IUU) seafood. It is estimated that as much as 25% of seafood is IUU.
- Seafood sustainability labels and certifications vary in credibility. Additionally, there are many markets in which certified options are not available.

Hyatt faces additional complexities. The purchasing of many products — particularly fresh food — occurs at the local hotel level, so a centralized change would not be possible. Additionally, each hotel uses different products for its unique menus. Hyatt determined that collaborating with a global expert was necessary to navigate sustainable seafood. WWF has worked with Hyatt to gain valuable insights into very different supply chains around the world, and support hotels with training materials and tools that better equip them to source responsible seafood.

In 2012, Hyatt started working with WWF, and in 2014 it became the first global hospitality brand to make a public commitment to more sustainable, responsible seafood sourcing across its global portfolio.

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HYATT COMMITMENT ACHIEVEMENTS

Hyatt's Seafood Sustainability Commitment

In 2014, Hyatt set a public goal to responsibly source at least 50% of seafood across its global portfolio of properties by 2018. Under this goal, Hyatt set targets for its portfolio to:

Tier 1

- Purchase at least 15% of its seafood supply from fisheries or farms that have been certified by the MSC or ASC, respectively

Tier 2

- Purchase the remaining 35% of its global seafood supply from sources that qualify under Hyatt's "Tier 2" sourcing requirements, including:
 - Product identified as coming from a credible FIP or Aquaculture Improvement Project (AIP)
 - Green-listed items on regional WWF seafood guides
 - Products with Naturland certification
 - Products with Best Aquaculture Practices (BAP) certification – 2 stars or higher
 - Products from fisheries or farms that are in full assessment for MSC or ASC certification
 - Tuna products from International Seafood Sustainability Foundation (ISSF) participating companies
 - Products with GlobalGAP certification
- In addition to a complete global ban on the consumption and procurement of shark fin at all Hyatt hotel restaurants and food and beverage outlets, Hyatt seeks to reduce and systematically eliminate the sourcing of other highly vulnerable seafood species identified by WWF.

Hyatt Commitment Achievements

Hyatt was the first multinational hotel brand to work with WWF to develop a responsible seafood strategy and publicly stated global goals to increase seafood purchased from certified responsible sources. To support the work towards its commitment, Hyatt began to annually collect seafood procurement data from its hotels.

In 2018, Hyatt succeeded in reaching its goal of sourcing 15% of its seafood from MSC or ASC certified fisheries or farms across its global operations. In addition, two properties, Park Hyatt Tokyo and Grand Hyatt Singapore, succeeded in achieving the Marine Stewardship Council and the Aquaculture Stewardship Council's Chain of Custody (CoC) certification, with Park Hyatt Tokyo being the first to achieve these certifications in its market.

Hyatt's approach to sustainable seafood is holistic. The focus is not only on increasing sustainable options, but to also work to reduce the impact on some of the most vulnerable marine species, including setting a global ban on the consumption and procurement of shark fin at all restaurants and food and beverage outlets in Hyatt hotels globally.

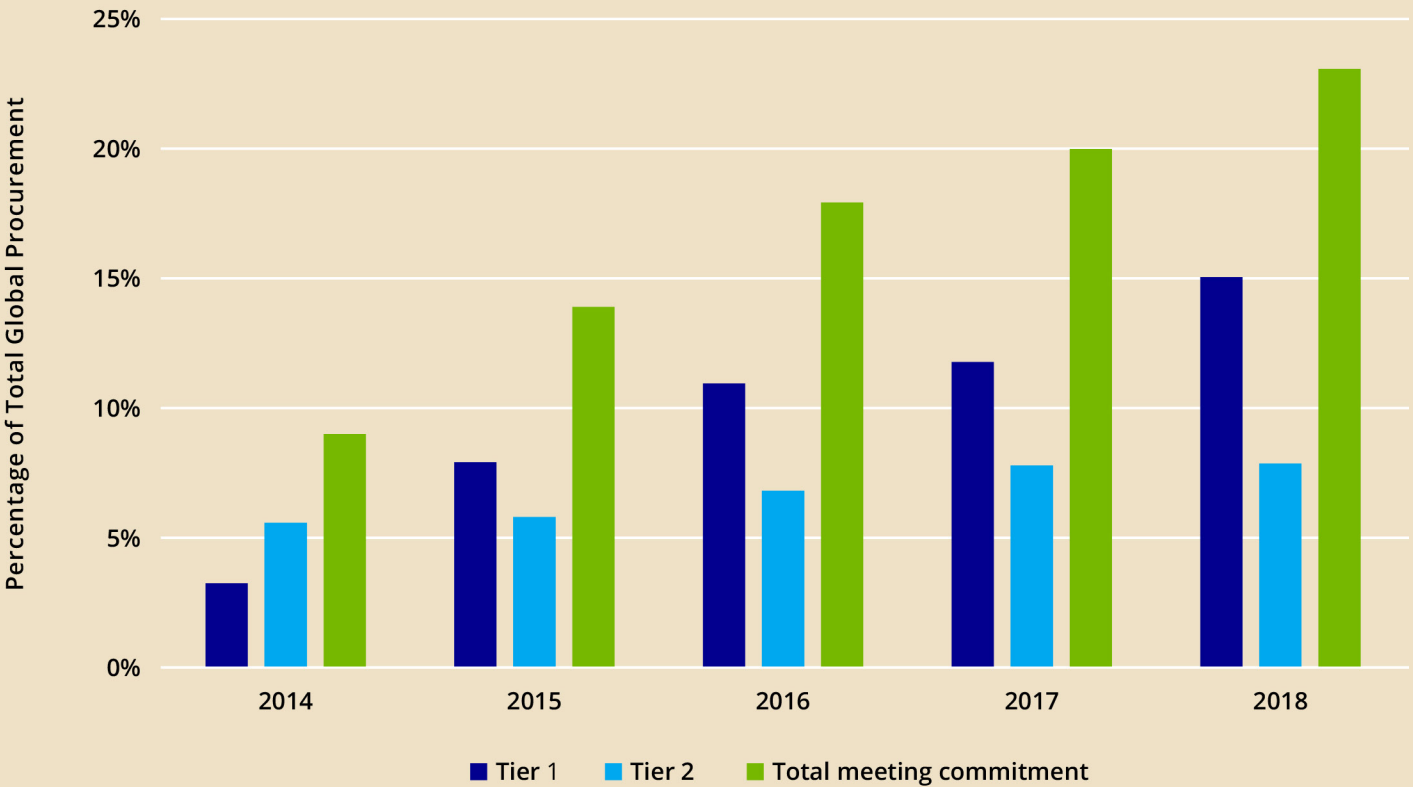
Through the setting of global commitments, and achievements toward these commitments, Hyatt sends a strong message that this work is of critical importance not only to our natural resources and the health of the environment, but to ensure business longevity as well. Throughout the years, Hyatt has remained a global leader in the seafood sustainability space, engaging in workshops, pilot projects, and other various initiatives

to encourage increased uptake of more sustainable seafood throughout its global portfolio of properties.

2018

Hyatt reached their goal for over 15% global seafood procurement from MSC certified fisheries and ASC certified farms

Progress Against Global Goal



*See description of commitment tiers in text column on far left (page 4)



"It's important to us that we serve food that tastes good and comes from responsible sources. In collaboration with WWF, we are working to improve the availability of sustainable seafood in the hospitality industry, taking a global and holistic approach to this topic and continually learning about new ways to overcome challenges and help influence the market."

— Marie Fukudome, Director of Environmental Affairs for Hyatt



MAJOR SEAFOOD SUSTAINABILITY MILESTONES

2012

May 2012

WWF and Hyatt launch a collaboration to work to improve the sustainability of Hyatt's seafood sourcing.

2013

Within the United Arab Emirates, Hyatt hotels join WWF and the Emirates Wildlife Society's (EWS) regional "Choose Wisely" campaign, which sought to increase awareness of local overfishing and encourage more sustainable choices.

2014

March 2014

With the support of WWF, Hyatt becomes the first major global hospitality brand to make a public and timebound goal to more sustainable seafood sourcing across their global portfolio of properties.

2015

Hyatt launches an internal colleague sustainable seafood training program for global hotels.

June 2015

Park Hyatt Tokyo hosts WWF Japan's 2015 Sustainable Seafood Week Business Forum with a presentation from Hyatt's Executive Chef.

June 2015

Hyatt participates in WWF's Sustainable Seafood Week in Hong Kong.

June 2015

Hyatt and WWF launch a pilot project in South Korea with country level hotel operations, and Hyatt and WWF host their first Responsible Seafood Sourcing Workshop for Hyatt hotels in South Korea.

July 2015

Hyatt and WWF launch pilot projects in Hong Kong and India with country level hotel operations.

2016

February 2016

Hyatt corporate representatives attend WWF's responsible farmed salmon workshop in Puerto Montt, Chile, and engage with farmed salmon producers to support more environmentally and socially responsible farmed salmon production.

Early 2016

Hyatt's Food & Beverage Summit in Dubai for colleagues from hotels in Europe and the Middle East.

June 2016

Park Hyatt Tokyo becomes the first hotel in Japan to receive Chain of Custody certification.

August 2016

Hyatt and WWF launch a pilot project in Shanghai with country-level hotel operations.

November 2016

Hyatt corporate representative attends WWF-Peru's Mahi Mahi Workshop in Lima, Peru, supporting environmental and social reform for fisheries in Peru, Ecuador, and Costa Rica.

2017

June 2017

Coordinated a workshop with WWF, ASC, and a key supplier in California to help advance collaboration.

2018

May 2018

Hyatt and WWF launch a sustainable seafood educational [video](#) featuring Grand Hyatt Singapore.

December 2018

Hyatt reaches their 15% MSC/ASC sourcing goal, globally.

2019

February 2019

Hyatt hosts WWF-Mexico's first Sustainable Seafood Roundtable at their Hyatt Regency Mexico City property.

May 2019

WWF works with four Hyatt properties in China to conduct a detailed review of menus and provide country-specific sourcing recommendations based on each property's seafood offerings.

July 2019

WWF-South Korea partners with Park Hyatt Seoul to develop and conduct an colleague educational program on the environmental certification of wild-caught seafood and the importance of marine conservation, as well as to support increasing the property's procurement of ASC certified seafood, with an emphasis on more responsibly-produced abalone.

Summer 2019

Hyatt engages pre-competitively with industry members and WWF to strengthen and align procurement data tracking and reporting.

November 2019

Hyatt participates in and presents at WWF-Japan's first Sustainable Seafood Hotel Roundtable in Tokyo, featuring their Executive Chef on the buyer panel.

2020

February 2020

WWF and Hyatt collaborated in the production of a [video](#) and a [blog](#) featuring one of the company's properties that sets the bar high when it comes to the procurement of more sustainable, responsible seafood — The Hyatt Regency Chesapeake Bay Golf Resort, Spa and Marina.



Driving Change on the Water

Through its own journey to becoming a more sustainable company, Hyatt has been committed to supporting fisheries and farms that are in transition to more sustainable production methods and operations to not only increase the volume of more sustainably produced seafood globally available, but to support the local communities in which Hyatt-branded hotels operate.

FIPs are voluntary conservation efforts that draw together fishers, industry, researchers, government, and NGOs to help improve fishing practices and fishery management. Through a transparent and comprehensive approach, FIPs can improve the health of a fishery's stock, decrease negative impacts to the ecosystem, and set the fishery on a pathway to meet the requirements of the MSC standard. Similarly, AIPs are timebound conservation efforts that work to progress seafood farms to more sustainable practices, benchmarked against the ASC. Both FIPs and AIPs play an important role in increasing the available supply of more sustainably produced seafood, and they provide valuable support to local communities whose livelihoods depend upon the success of these fisheries and farms. By supporting FIPs and AIPs, companies like Hyatt are helping to equip producers with the tools to improve their practices, which helps to increase the performance of their source fisheries and supports efforts to conserve marine ecosystems and protect the livelihoods of the millions of people who depend on them.

Photo: © naturepl.com / Frederic Larrey / WWF



Photo: © Yawar Motion Films / WWF-Peru

Securing a Sustainable Future for Peru's Mahi Fishery

Peru is the number one producer of mahi mahi globally, producing approximately 50% of the global mahi mahi catch, which averages about 50,000 metric tons a year and generates between 90-100 million US dollars in exports. For the more than 4,000 fishermen that work in this region, it is the core element of their livelihood and a vital source of income. The fishery also serves as a key link in the marine food chain, providing sustenance for not only people, but sharks, dolphins, and other ocean predators.

Hyatt has supported the WWF-Peru mahi mahi Fishery Improvement Project (FIP) since 2014. In 2016, Hyatt, along with other businesses, participated in a three-day workshop in Peru to review the status, progress, and key issues with the Peru mahi FIP, and how industry can help to advance the project. Hyatt was able to visit the fishery, and to talk with fishermen and see first-hand how their contributions have supported improvements on the water. Since then, a considerable amount of progress has been made toward ensuring the sustainability of the fishery and improving the quality of life for local fishing communities.

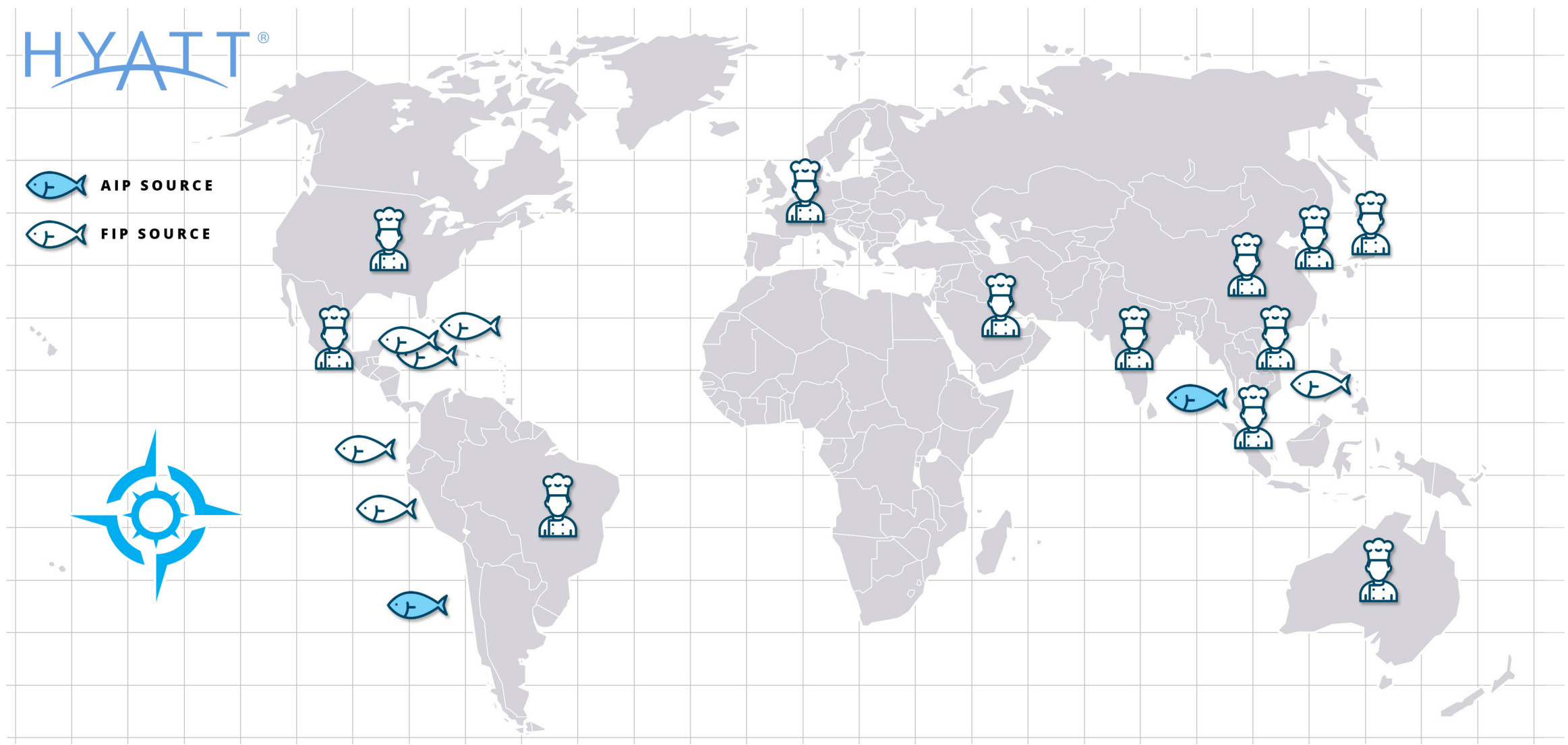
In December 2019, the Peruvian government approved a National Plan of Action for the Conservation of Sea Turtles, which WWF-Peru helped to develop, which aims to reduce bycatch of endangered marine turtles in the mahi mahi longline fishery by strengthening government inter-institutional monitoring and management to ensure fishers use bycatch reduction techniques. To better define the boundaries of the Eastern Pacific Ocean stock and

to promote sustainable practices, the Peruvian Institute of the Sea is working with processors to conduct genetic sampling of mahi mahi. In addition, the Peruvian Navy is piloting the use of TrazApp, WWF's mobile electronic catch documentation system, to better monitor the permitting process, as well as departure and arrival of fishing vessels. TrazApp is also being tested by the Ministry of Production for integration with a traceability system that tracks products from the processing plant to export which would allow products to be digitally traced along the entire supply chain.

Additional priority activities that are expected to occur include: developing mahi mahi fishery management regulations to implement the National Mahi Mahi Action Plan issued in 2016; training fishers to reduce sea turtle bycatch; working with authorities to speed up the permitting process for unlicensed mahi vessels; continuing to scale up the use of TrazApp with fishers, landing sites, government, and processors; and working with the Peruvian government to agree to a binational action plan with Ecuador to jointly manage mahi mahi.

Thanks to the support from Hyatt and other businesses, the fishery continues to improve fishing practices and management to increase its performance and help it meet the requirements of the MSC standard. This long-term outlook for the health of the fishery is well aligned to Hyatt's business values in supporting local fishing communities and striving to provide more sustainable seafood for generations to come.

TRANSITIONING FISHERIES & SUPPLY CHAINS, GLOBALLY



Mexico  Beginning in early 2019 with the hosting of WWF-Mexico's first Sustainable Seafood Roundtable, Hyatt deepened its seafood engagement in Mexico. Together, WWF-Mexico, WWF-US, and select local Hyatt properties began to identify ways to improve the properties' local seafood supply chains and increase their support for more sustainable domestic seafood.

India  In 2015, Hyatt hotels across India engaged with WWF-India to conduct a thorough assessment of seafood purchasing to identify unique, market-specific recommendations to improve domestic sourcing. By reviewing granular supplier data, the study found that 40% of the properties' procurement was already coming from either MSC or ASC certified fisheries or farms. To help the hotels more easily identify responsible seafood, WWF-India produced a country-specific seafood sourcing guide that included a 'traffic light indicator', identifying more sustainable sourcing choices for species relevant to the India market.

South Korea  In 2015, a series of educational workshops and trainings were led in South Korea to engage five different Hyatt properties, as well as their seafood suppliers. Jointly run with the MSC and WWF-South Korea, the sessions aimed to raise the level of understanding of Hyatt's global seafood goals, and what sustainable/responsible seafood sourcing means within that context. The sessions helped to build an understanding with chefs and procurement teams around how to clearly communicate their sustainable seafood needs with their suppliers and gave the teams a better understanding of how Hyatt's goals could be achieved within the nuances of the Korean seafood market landscape.

Greater China (Shanghai & Hong Kong)  From 2016 to 2017, a collaboration between Hyatt, WWF-US, WWF-China, and partner NGO Ocean Outcomes was initiated in Shanghai. The organizations worked together to develop and execute a strategy to analyze the sustainability of the Shanghai Hyatt properties' seafood procurement and provide market-specific recommendations to

support reaching Hyatt's goals. Regionally relevant FIPs and AIPs were identified, hotels were assisted in engaging key supply chain stakeholders, and the largest volume distributors and suppliers in the market were educated on Hyatt's seafood commitment to better serve the hotels' sustainable sourcing needs.

Through deep-dive seafood procurement data collection and analysis of three Hyatt properties in Hong Kong, a pilot project led by WWF-Hong Kong in 2015 allowed these hotels to improve their collective sourcing of MSC or ASC certified products (Hyatt's Tier 1) from 7.6% to 24.8% over the course of the project, exceeding the company's global Tier 1 goal by 9.8%. In 2018, all three properties had reached the company's global target for 50% sustainable procurement, thanks to this collaboration.

Engagement in Targeted International Markets

While Hyatt's commitment to strengthening their seafood supply chains spans their global portfolio of hotels, the pathway to progress against these commitments is not necessarily a one-size-fits-all route. Hyatt colleagues involved in food and beverage offerings at the company's owned and managed full-service hotels participate in a comprehensive sustainable seafood training program, developed in collaboration with WWF. But Hyatt has also engaged directly with teams on the ground in targeted global markets to better support their efforts to advance the company's seafood goals. By digging deeper into country-level nuances, Hyatt and WWF have worked together in key regions — often those that are either high volume seafood producers, or high volume seafood consumers — and develop market-specific strategies that hotels can act on to better support increased sustainable domestic seafood production and consumption in their own localities.





“For other chefs that want to adopt sustainable seafood practices, I recommend finding a good partnership, finding great fishmongers, find people that have the resources you need and if they don’t, demand them. There are so many companies out there that are doing things correctly and are excited about it and want a good partnership with you, and that’s the key to it.”

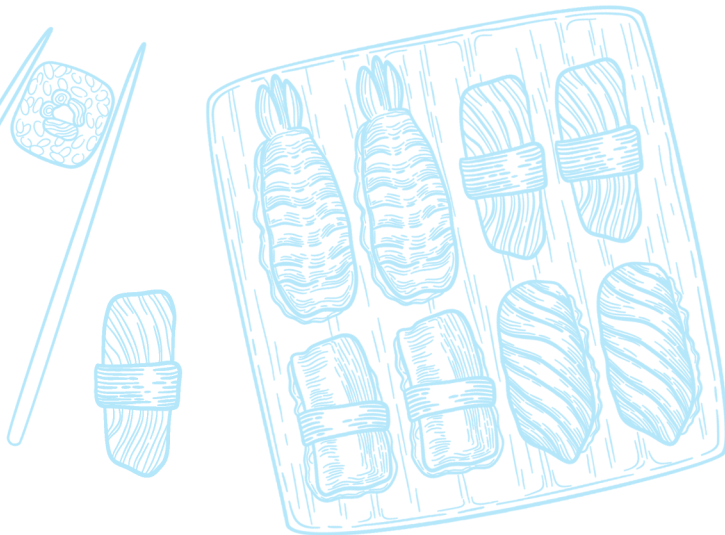
— Chef Chris Cummer

Overcoming Challenges through Pre-competitive Collaboration

Throughout their engagement in sustainable seafood work, Hyatt has been involved in pre-competitive initiatives with other companies committed to improving the sustainability of global seafood supply chains. In February 2019, the brand hosted WWF-Mexico’s first Sustainable Seafood Roundtable event at Hyatt Regency Mexico City; an event that brought together representatives from across the full seafood supply chain, from fishermen to distributors to end-market buyers to explore the opportunities for — and barriers to — sourcing sustainable, responsible seafood in Mexico.

Hyatt also supported action in Japan, one of the largest seafood-per-capita-consumption countries in the world, by attending and participating as a speaker and panelist in WWF-Japan’s Sustainable Seafood Roundtable event in November 2019. Participants gathered in Tokyo to develop solutions for how the hospitality industry can support more sustainable and responsible seafood availability in their domestic market.

Accompanying their international engagement, Hyatt is also working pre-competitively with other hotel brands at home in the US. With the support of WWF, Hyatt has been engaging in industry discussions to establish criteria and approaches for gathering procurement data to improve supplier engagement and help simplify the process of making sustainable purchasing decisions.



Global Champions

Globally, many Hyatt colleagues have been champions of Hyatt’s commitment, and are setting an example not only for their colleagues, but for the entire industry.

Chef Lucas Glanville, director of culinary operations at Grand Hyatt Singapore, is an advocate for building sustainability into all core business functions, and encourages his Hyatt colleagues, and food and beverage professionals throughout the industry, to consider sustainability as a must-do, as opposed to a nice-to-have. A leader in protecting the most vulnerable populations of marine life, Chef Lucas eliminated shark fin from all menus. In Asia, shark fin soup is a traditional dish in weddings and other celebratory events, but sharks are one of the most vulnerable, and often endangered, marine populations. Chef Lucas used his platform to help raise awareness of the risks facing this species by removing it from his menus and prioritizing sustainability, while increasing the profit margins of the business. His guests embraced protection of this species and the hotel’s event business continued to thrive, demonstrating that sustainability and profit can go hand in hand. WWF and Hyatt collaborated to create a video highlighting these achievements that was shared across global platforms.

In Maryland, Chef Chris Cummer and the team at the Hyatt Regency Chesapeake Bay are ambassadors for working closely with supply chain partners towards more sustainable seafood sourcing. Through another video, WWF and Hyatt demonstrated the value of collaboration in supply chains for increasingly sustainable sourcing.

The purchasing team at the Park Hyatt Tokyo has taken steps to solidify the hotel as a seafood sustainability leader in Japan. The team, led by Executive Chef Ronan Cadorel, use their property’s purchasing power to choose seafood that comes from more sustainable sources, prioritizing those products sourced from MSC certified fisheries or ASC certified farms. In May of 2015, Park Hyatt Tokyo became the first hotel in Japan and the second in all of Asia to achieve Chain of Custody certification by the Marine Stewardship Council (MSC) and Aquaculture Stewardship Council (ASC). “We are proud to be the first hotel in Japan using the MSC and ASC logo on our menu,” said Chef Ronan. “We understand the importance of sourcing sustainable and certified seafood products, but without chain of custody there is no guarantee.” Becoming Chain of Custody (CoC) certified meant that Park Hyatt Tokyo had to work with their suppliers to ensure every upstream company in their supply chain carried a valid Chain of Custody certificate. By achieving certification throughout their supply chain, Park Hyatt Tokyo and Chef Ronan were provided with the assurance that the MSC and ASC certified products they purchase are clearly labelled, separated from non-certified products, and can be traced all the way back to an MSC certified fishery or ASC certified farm.



“Hyatt has helped to improve the seafood sustainability landscape around the world not only by achieving an important portion of its own seafood sourcing goals, but by acting as a leader in the industry, inspiring broader change across the global hospitality sector. Efforts by Hyatt and others help safeguard marine wildlife, the natural environment, and the livelihoods of people who depend on our oceans.”

— Caroline Tippet, Senior Director of Seafood Markets WWF

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THE ROAD AHEAD

Today, there is a clear opportunity to build on the work of nearly a decade of partnership to affect global change in the production and consumption of more sustainable seafood. WWF and Hyatt will continue to encourage the seafood sector to improve the sustainability of the seafood they source for their properties and use their market leverage and global presence to influence consumer behavior. As we look to the future, WWF will continue to encourage Hyatt’s leadership in building upon a solid foundation of work and progress towards goals that support more sustainable, responsible, and traceable food systems.

To learn more about sustainability at Hyatt, visit [Hyatt.com/WorldOfCare](https://www.hyatt.com/WorldOfCare).

To learn more about WWF, visit seafoodsustainability.org.

The term “Hyatt” is used in this document for convenience to refer to Hyatt Hotels Corporation, one or more of its hotels operating under a Hyatt brand, and/or one or more of its affiliates.





Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.seafoodsustainability.org